

## The Million Pound Advert



Introducing The Million Pound Advert, a fantastic new supporter led fundraising initiative for the Hospice, being led by devoted hospice supporter Liam Gray.

Liam and his partner Terrie Humphreys have witnessed first-hand the care, compassion, and devotion that the nursing staff at Dr Kershaw's provide and what we pride ourselves on, when Kathleen Humphreys, Terrie's mother, spent her final days in our care.

And so, in memory of Kathleen, Liam has devoted himself to creating the Million Pound Advert, which aims to raise a significant amount of funding for Dr Kershaw's Hospice, along with some money going back to Kathleen's family to help them get a kick start in life. Dr Kershaw's will receive 70% of all the proceeds from this campaign, the family will receive 20%, the remaining 10% will be used to cover set up costs, with any leftover coming to Dr Kershaw's.

Within the campaign, £1 million worth of advertising will be up for grabs to local businesses and organisations such in the form of an online digital billboard and will become a permanent part of internet history.

The hub of the project will be the website - [www.themillionpoundadvert.co.uk](http://www.themillionpoundadvert.co.uk) where the supporting businesses will be displayed along with an advert of their choice. This website will be the subject of a huge amount of traffic thanks to the scheduled marketing campaigns throughout social media and also media buzz that we will generate around them with the help of Pixel Kicks Digital Media, and also due to the strength of Kathleen's story.

This is only the second time that a campaign like that has ever been attempted, the last being in 2005 and selling out within weeks, however this is the first time that the goal has been to support a charity and not just for personal gain. Meaning that you have the chance to be part of internet history!

We're inviting local businesses to support Dr Kershaw's Hospice in memory of Kathleen, and in doing so expose your business to huge new audiences with the Million Pound Advert. You can visit the website for further details and to book your ad.. [www.themillionpoundadvert.co.uk](http://www.themillionpoundadvert.co.uk)

This project if successful will be the biggest fundraising initiative that has ever been undertaken for Dr Kershaw's, and will help to make a significant difference to the people within Oldham and Manchester who really need our help, however we can't do it without you!

For further detail, please contact the fundraising team at Dr Kershaw's Hospice – [fundraising@drkershawshospice.org.uk](mailto:fundraising@drkershawshospice.org.uk) / 0161 624 9984